



2026 start dates:

2 Feb, 6 Apr*, 1 Jun, 3 Aug,
5 Oct

*Monday is a bank holiday, classes will
commence on Tuesday

Entry level: 18 years and older/ Level 5
(Bayswater)/B1+ (CEFR) Requirement

►► Professional Certificate

Luxury Brand Management

London

Discover what it takes to build and manage a world-class luxury brand. This intensive short course offers a deep dive into the business strategies behind the world's most iconic luxury houses—across fashion, beauty, hospitality, jewelry, automotive, and more.

Taught by professionals with direct experience at brands like Burberry, Chanel, and LVMH, the course combines real-world insights with practical assignments. Learn how luxury brands position themselves, create desire, and protect their image in an increasingly digital and global market.

Who is it For?

This course is perfect for:

- › Future professionals aiming for a career in luxury brand management
- › Recent graduates eager to explore the luxury brand sector, marketing or fashion
- › Career changers and gap year students interested in luxury brands
- › Curious minds interested in the luxury brand sector
- › Marketing professionals looking update thier skillset

What will you learn?

Introduction to Luxury Brand Management (LBM)

Evolution of Luxury Brand Management

Luxury Audience and Personas

Constructing a New Luxury Brand

Marketing Strategy for Luxury Brands

Luxury Consumer Psychology

Luxury Brands, Customer Relationships, and Experience

Luxury CSR and Sustainability

Digital Transformation and Luxury Brands

Establishing and Maintaining Brand Equity



**Company visit
& industry guest
speaker**



**Vlog, group work
and final presentation**



**Comprised of
lectures, a group
project and expert-
led sessions**



B1+



4 weeks / 60 hours

Dive into Luxury Brand Management!

Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the practical skills and confidence to thrive in the future of work.

Our programmes blend real-world experience, strategic thinking, and essential soft skills to help students stand out in today's competitive job market.

Certificates we offer in the UK:

- › Digital Marketing
- › International Business Management
- › CX Customer Experience Management

Stack your skills

Our certificates act as micro-credentials. This focused learning allows you to quickly grow or update your skill set for in-demand industries.

Get ready for the future of work with us

Find out more at bayswater.ac

Benefits

Relevant curriculum based on the latest developments and innovations

Taught by industry experts

Explore key locations and the luxury scene in London

Create and develop your own luxury vlog

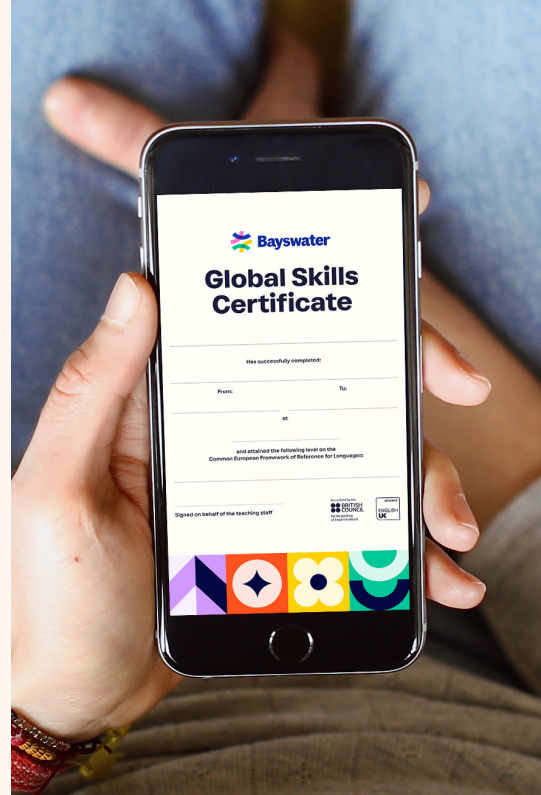
Gain valuable career and industry insights from guest speakers

Certification: Bayswater Luxury Brand Management Certificate

The Bayswater advantage – Gain global skills when you study with us

By enrolling with us, **we'll additionally upskill you** in Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, AI and Digital Literacy and Presenting. You will receive an additional **Global Skills Certificate** (digital) that recognises these new skills.

You will get the opportunity to **gain further skills, outside of the classroom**. Our Digital Badges in Volunteering, Networking, Leadership and Employability are another way to **stand out to potential employers**.



Sample Luxury Brand Management Timetable 2026*

| | Monday | Tuesday | Wednesday | Thursday | Friday |
|--------|---|---|---------------|---|-------------------------------|
| | 14:10 - 17:30 PM | | | | |
| Week 1 | Introduction to Luxury Brand Management | Evolution of Luxury Brand Management | Group project | Tutor-led group project | Luxury Audience and Personas |
| Week 2 | Constructing a New Luxury Brand | Marketing Strategy for Luxury Brands | Group project | Tutor-led group project | Luxury Consumer Psychology |
| Week 3 | Company visit | Luxury Brands, Customer Relationships, and Experience | Group project | Tutor-led group project | Luxury CSR and Sustainability |
| Week 4 | Guest speaker | Digital Transformation and Luxury Brands | Group project | Establishing and Maintaining Brand Equity | Final presentations |

*Class times may vary depending on start date.



bayswater.ac

E-mail us
bookings@bayswater.ac

Call us
+44 (0)20 7221 7259

Visit us
167 Queensway, London W2 4SB

Agent Enquiries

Our agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an agent in your area.

For agent sales enquiries please contact us at
sales@bayswater.ac

